

Status of the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (previously presented) A method for increasing web site traffic using a computer comprising:

(a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image; and

(b) providing a game piece to at least one individual, wherein said individual interacts with said web site with said game piece,

wherein said game piece includes a selectively camouflaged image covered by a dull coating that reduces at least one of the reflectivity of a substrate of the game piece and the contrast between the substrate and the camouflaged image, and wherein said individual places said game piece in proximity to a light source of said computer to reveal said selectively camouflaged image to determine a winning status of said game piece.

2. (previously presented) The method of claim 1, further comprising the step of providing said web site with at least one region consisting essentially of a primary color.

3. (previously presented) The method of claim 1, wherein said image comprising information relates to a contest.

4. (previously presented) The method of claim 1, wherein said image comprising information relates to a promotion.

5. (previously presented) The method of claim 1, wherein said image comprising information relates to a sweepstakes.

6. (previously presented) The method of claim 1, wherein said game piece is a compact disc.

7. (previously presented) A method for providing an incentive to a participant to decode a game piece with a computer monitor comprising:

(a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image; and

(b) providing a game piece to at least one participant wherein said game piece includes a selectively camouflaged image covered by a dull coating that reduces at least one of the reflectivity of a substrate of the game piece and the contrast between the substrate and the camouflaged image,

wherein said participant interacts with said web site with said game piece by placing said game piece in proximity to a light source of said computer monitor to reveal said selectively camouflaged image to determine a winning status of said game piece.

8. (previously presented) The method of claim 7, wherein said game piece is a compact disc.